

CC: PF
DT

NAB FORM PB 14 July 1992 -- (Item #4046)

NAB BROADCASTERS **AGREEMENT FORM FOR POLITICAL BROADCASTS**

STATION and LOCATION WPXI PITTSBURGH Date 10/31/11 ~~11/1~~ 2012
 I, ELENE MATZ, CAPS LOCK COMMUNICATIONS (being) DAVID LEVDANSKY
 a legally qualified candidate of the DEMOCRATIC political party for the office of PA HOUSE OF
REPRESENTATIVES
 in the GENERAL election to be held on NOVEMBER 6, do hereby request station time as follows:

| Length of Broadcast | Time of Day, Rotation or Package | Days | Class of Time | Times Per Week | No. of Weeks | Rate |
|---------------------|----------------------------------|-----------------|---------------|----------------|--------------|----------------|
| <u>30</u> | <u>VARIOUS</u> | <u>FRI-TUES</u> | | <u>VARIOUS</u> | <u>1</u> | <u>VARIOUS</u> |

| | |
|---|---|
| Date of First Broadcast <u>11/2/12</u> | Date of Last Broadcast <u>11/12/12</u> |
|---|---|

Total Charges: \$8795 GROSS

The broadcast time will be used by DAVID LEVDANSKY
 I represent that the payment for the above-described broadcast time has been furnished by

LEVDANSKY FOR LEGISLATURE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; (☒) a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

JOSEPHINE OHM, TREASURER

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above-stated broadcasts. For the above-stated broadcasts I also agree to prepare a script or transcription, which will be delivered to the station at least _____ before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies, including applicable classes and rates; and discount, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office.)

Date: 11/1/12 David Levdansky President CLC
 (Candidate, or Agent)

☐ Accepted ☐ Rejected By _____

Title _____

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

TURN OVER FOR POST-BROADCAST FOLLOW-UP

CO # 339644

New Order

cc: PF
BT

Media: TV
Client: David Levdansky
Product: Election
Estimate: 203
Description: Levdansky October-November buy
Version: 1
Comments:

Market: Pittsburgh
Demo: Adults 35+
Separation: 30
Flight Start: 10/29/12
Flight End: 11/1/12
Survey: DMA/Nielsen

Vendor: WPXI-TV
AE: Jay Bartley
Phone:
Fax:

Billing To: Caps Lock Communications
700 River Avenue, Suite 416
Pittsburgh, PA 15212
Phone: 412-321-8911
Fax: 412-321-8916
Order Number: 100542

| Line No | Daypart (Program) | Daypart Code | Gross C/T | Dur | 10/29 | 11/5 | Total Spots | Adults 35+ RTG | CPP |
|----------------------|--------------------------------------|--------------|----------------|---------------|------------|---------------|----------------|------------------|----------|
| 1 | Su 8:00A-10:00A (CHT1 NWS SU AM) | EM | \$750.00 | C 30 | 1 | 0 | 1 | 3.1 | \$241.94 |
| 2 | M 10:00A-11:00A (ELLEN) | DT | \$670.00 | C 30 | 0 | 1 | 1 | 2.7 | \$248.15 |
| 3 | Su 5:30A-8:00A (AM NEWS) | EM | \$675.00 | C 30 | 1 | 0 | 1 | 2.3 | \$293.48 |
| 4 | Sa 8:00A-10:30A (AM NEWS/TODAY SHOW) | EM | \$750.00 | C 30 | 0 | 1 | 1 | 2.2 | \$340.91 |
| 5 | MTu 7:00A-8:00A (TODAY SHOW) | EM | \$1,200.00 | C 30 | 0 | 1 | 1 | 3.5 | \$342.86 |
| 6 | MTWTF 11:35P-12:35A (TONIGHT SHOW) | LF | \$1,400.00 | C 30 | 0 | 1 | 1 | 3.1 | \$451.61 |
| 7 | M 7:00P-7:30P (JEOPARDY) | PA | \$3,350.00 | C 30 | 0 | 1 | 1 | 5.8 | \$577.59 |
| Total Spots: | | | | | | | 7 | | |
| Total GRP/GIMP(000): | | | | | | | 5.4 | 17.3 | |
| Month | 11/2012 | Cash\$-Spots | \$8,795.00 - 7 | Trade\$-Spots | \$0.00 - 0 | Total\$-Spots | \$8,795.00 - 7 | Total Gross CPP: | \$387.44 |
| Total Gross Cost: | | | | | | | \$8,795.00 | Total Net CPP: | \$329.33 |
| Total Net Cost: | | | | | | | \$7,475.75 | | |

Disclaimer:

?Any value-added is greatly appreciated.
?Makegoods must air in flight, in day part purchased. Otherwise, approval is required.
?Half hour separation between spots is required.
?Buy will be posted against most recent book.
?(2) COPIES OF NOTARIZED INVOICES AND NOTARIZED SCRIPTS ARE REQUIRED FOR CO-OP PURPOSES. All Invoicing should be titled in the name of Advertiser c/o Caps Lock Communications and mailed to our address on this order. The invoice will be audited and forwarded to the client for payment. By accepting this order, the station agrees to hold the client solely liable on payment.

1x 675 Sum \$300-8A

Revised 8/8/12 80000